- C1850-3
2/19/88

CHAIN PORTFOLIO: THE PERILS OF GOING PUBLIC...34

Hotels: 'New French' a hit in New York...106

Restaurant reviews: The customer as critic.....44

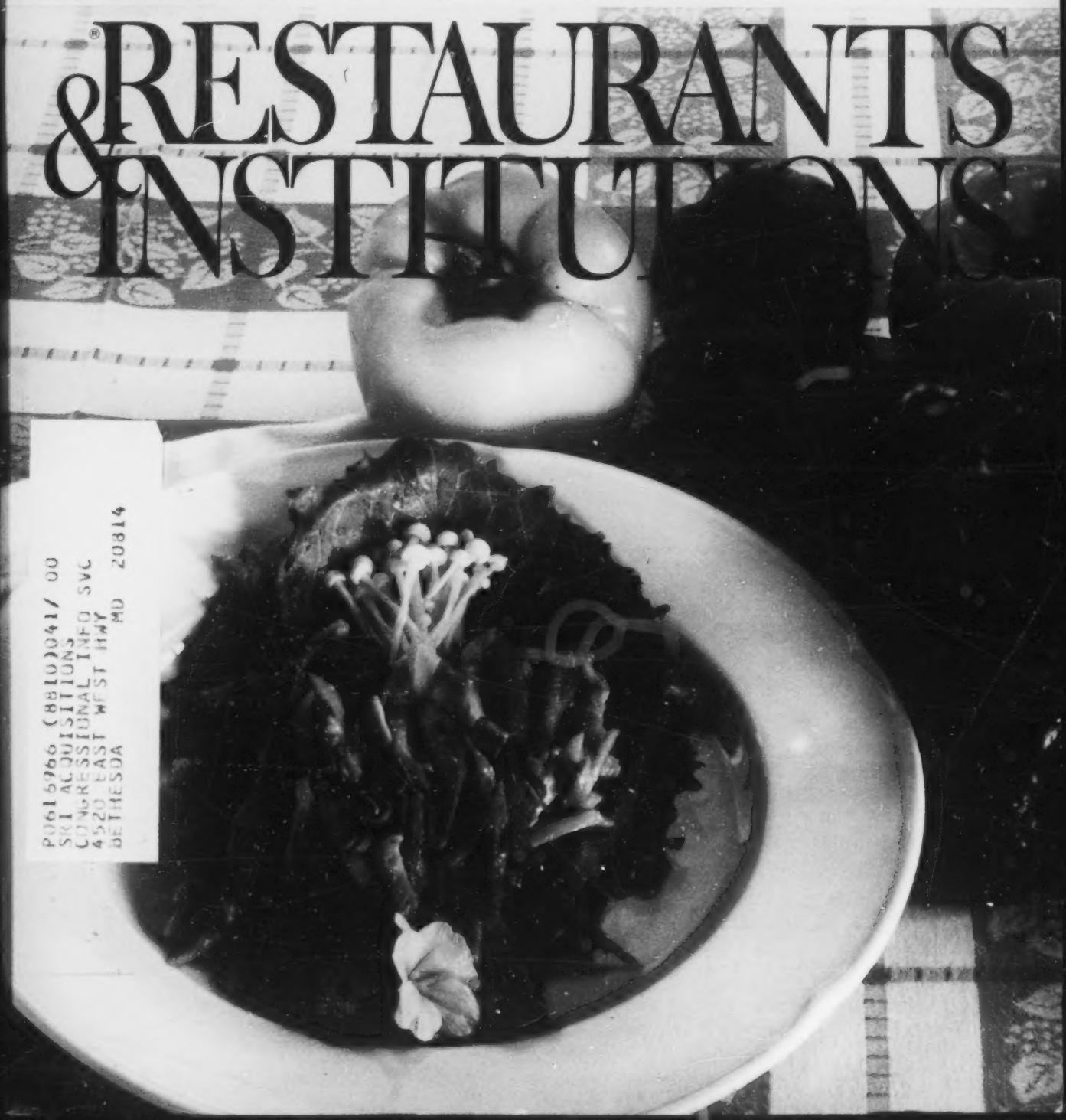
Food: How top chefs create new chicken dishes.....150

Cover: Way in and way out in Los Angeles.....68

FEBRUARY 19, 1988

A Cahners publication serving the total foodservice industry

®RESTAURANTS & INSTITUTIONS



PUB16760 (8810)041/ 00
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 EAST WEST HWY
BETHESDA MD 20814

FEB. 19, 1988

CONTENTS

Vol. 98 No. 4

BRIEFINGS
A summary for busy readers 4

COMMENTS
Cheek to cheek 11
Operations in this issue 11

VIEWPOINT
Of biting hands and feedback 14

R&I FORUM
Operator's Opinion 16

R&I REPORT
Public Relations: Creating your own PR is easier than you think 22
Name Game: What does "fast food" mean 24
Financing: Emerging chains can try syndication 25
R&I Data: Profits Now 25
Taxes: The 80% solution 26
R&I Data: Traffic Counts 26

R&I EXCLUSIVE
Stock Portfolio: Taking stock of 21 restaurant companies 34

R&I FOCUS
Special Report: Restaurant reviews, the customer as critic 44

MENUS
Menu Concepts: Chili's Grill & Bar's tuna steak sandwich 54
Consumer's Choice: Shellfish ordered more frequently in '87 55
Menu Design: After-theater menu spells romance 60

TASTE
Taste of Los Angeles: Way in and way out in LA 68

CHAIN DIGEST
Corporate Profile: The rejuvenation of Shakey's Pizza 84
Market Wars: Burger battles 89

INSTITUTIONS
Hospitals: No two days are alike for foodservice customers at Good Shepherd 94
Colleges & Universities: Jim Levine changes jobs 96
Business & Industry: CIA graduate teaches skills to Restaura employees 98

LODGING
Fine Dining: New Yorkers show a taste for fine French food 106
Hotline: Hotel happenings 112

EQUIPMENT
Baking Equipment: Washington State's sweet smell of success 124
Steam-Jacketed Kettles: Operators prefer multipurpose kettles 126

FOOD
Poultry Report: Creative chefs hatch innovative chicken dishes 150
Healthline: Freeze seafood before serving it raw 160
Food Facts: Cracking crustacean confusion 162

MARKETPLACE
Menu Merchandising: Make fish fries an everyday special 170
Products 176
Buyers Mart: New products 182

CLASSIFIED ADS
Buying, selling, changing jobs 205

ET CETERA
People, Places & Promos 212
Celebrations: Birthdays, anniversaries 213
Coming Up 214
Personal Glimpse 214
Previewing: A book review 214

ACTION EXPRESS
For more product information 218

ADVERTISING INDEX
Where to find ads in this issue 218

READER SERVICE CARD
For more information 219

Food Facilities & Energy News, a service of the American Gas Association, follows page 130.

BRESLER'S ice cream & yogurt

Yogurt Inspires New Name for Bresler's

Bresler's 33 Flavors is now known as Bresler's Ice Cream and Yogurt.

"We definitely feel the new name and logo better reflect what's happening at Bresler's," says President Dave Lasky. "Because the frozen yogurt product is becoming an increasingly strong seller, it's time we put our promotional muscle and identity behind it."

The Lite Delites frozen yogurt line at Bresler's includes a regular frozen yogurt, the Weight Watchers Frosted Treat and the Ice Quake.

Lasky says these products make up nearly 25% of sales for the chain, and the company believes that percentage will continue to increase.

Bresler's, based in Des Plaines, Ill., was acquired in 1987 by Oberweis Dairy Inc. of Aurora, Ill.

G.D. Ritzy's Debuts Daddy-O's Drive-Thru

G.D. Ritzy's, the Columbus, Ohio-based operator of 58 diners, will open its first Daddy-O's Drive-Thru Express during the first quarter of this year. The double drive-thru will offer single and double hamburgers and cheeseburgers, chicken sandwiches, chili dogs, hot dogs and batter-dipped fries.

Ritzy's President and Chief Executive Officer William Coleman says the new concept is a logical diversification for the chain, because of the ever-growing number of transactions made through the drive-thru window. Coleman says the Daddy-O's name was chosen to link the two '50s-style concepts together.

—Brad Stratton
—Lisa Bertagnoli

DADDY-O's Express Drive-Thru
Burgers • Fries • Shakes

■ R&I DATA

AVERAGE MENU PRICES: ALL-AMERICAN

R&I tracks average selling prices for a variety of menu items at restaurants across the country. The latest survey results show the average price for hamburgers and cheeseburgers dropped about 15% from the previous quarter. French fry prices also dipped 10%. But the price of pizza jumped more than 15% in the final quarter of 1987.

Item	Full service	Fast food	Hotel/ motel	North-east	South	North Central	West
Beverages:							
Coffee	$ .58	$ .48	$1.05	$ .70	$.79	$.59	$.59
Iced tea	.67	.63	.69	.67	.67	.65	.70
Soft drinks	.89	.64	1.07	.90	.74	.75	.94
Beer	1.58	1.05	1.85	1.88	1.60	1.39	1.95
Wine (glass)	1.72	1.10	1.84	1.97	1.86	1.50	1.73
Sandwiches:							
Hamburger	2.67	1.46	3.94	2.79	3.44	2.70	2.57
Cheeseburger	2.95	1.51	4.14	2.81	3.69	3.04	2.82
Ham & cheese	2.42	2.51	3.92	2.92	3.09	2.71	3.16
Club	4.13	4.08	4.50	4.29	4.52	4.09	4.42
Fish	2.33	1.97	3.51	2.40	2.92	2.55	2.67
Chicken patty	3.40	1.90	3.56	2.68	3.03	2.49	4.18
Other:							
Chili	1.86	1.41	2.73	1.50	2.11	1.98	1.90
French fries	.92	.75	.86	.98	.74	.82	.86
Scrambled eggs	1.90	1.42	2.68	2.95	1.98	1.37	2.47

©1988 *Restaurants & Institutions*, a Cahners publication

■ CONSUMERS' CHOICE

COMING OUT OF THEIR SHELL

About 23% of those answering the 1987 *Restaurants & Institutions* "Tastes of America" survey indicate that they are ordering shellfish more frequently this year than last year. Young couples and older singles showed the greatest interest in shellfish, while only 8% of young singles say they are ordering more lobster, shrimp and crab than in the past.

—Jeff Weinstein

ACTION EXPRESS

MAGAZINE DIVISION STAFF

Terrence McDermott, President; David S. Wexler, Vice President Foodservice Group; Thomas J. Dellamaria, Vice President Production and Manufacturing.

BUSINESS STAFF

Barry H. Reese, Publisher; Jane Young Wallace, Associate Publisher; Steven D. Mayer, Director of Marketing; Catherine Erickson, Associate Director of Marketing; Kate Leach, Assistant to Sales/ Marketing Director; M.R. Robinson, Vice President Foodservice Research; Karen Hallberg, Foodservice Research Director; Ed Christ, Circulation Director; Denise Stolton, Circulation Manager.

BUSINESS OFFICES

Mark A. Strauss, National Sales Director. **Midwest:** Rose Deneen, National Sales Coordinator; Spencer B. Isola, Regional Manager; John W. Maisel, Regional Manager; Marjorie S. Maca, District Manager; Susan Kallas, Sales Services Manager; Patricia McGowan, Recruitment/Classified Advertising Manager, Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5060. Phone: 312/635-8800. **East Coast:** Robert Fisk, Regional Manager; William Lazar, Regional Manager, 8 Stamford Forum, P.O. Box 10277, Stamford, CT 06904-2277. Phone: 203/328-2547. Michael Cardello, Regional Manager and National Sales Manager/Beverage Alcohol, 249 W. 17th St., New York, NY, 10011-5301. Phone: 212/463-6480. **Central Area:** Jerry Stiegler, Regional Manager, 1621 Euclid Ave., Cleveland, OH 44115-2186. Phone: 216/696-1800. **Southeast:** Thomas McElhinny, Regional Manager; Claire Gillen, District Manager; Suite 395, 6520 Powers Ferry Rd., Atlanta, GA 30339-2911. Phone: 404/955-6500. **West Coast:** Stephen Kosloff, Regional Manager; Rebecca Roberts, Regional Manager, Suite 236, 12233 W. Olympic Blvd., Los Angeles, CA 90064-1068. Phone: 213/826-5818. **Southwest:** Thomas McElhinny, Regional Manager, 12127 Carriage Hill Dr., Houston, TX 77077-2508. Phone: 713/497-1095. Michael Cardello, Regional Manager, Suite 515, 13740 Midway Road, Dallas, TX 75244-4314. Phone: 214/980-0318. **Japan:** Kaoru Hara, Dynaco International Inc., Suite 1003—Sun-Palace Shinjuku, 8-12-1 Nishishinjuku Shinjuku-ku, Tokyo 160, Japan. Phone: 03/366-8301.

FOR YOUR OWN COPY OF RESTAURANTS & INSTITUTIONS

Call 303/388-4511 or circle 500 on the Reader Service Card.

ADVERTISING INDEX

For more information on the products advertised and featured in this issue, circle the number indicated on the Reader Service Card.

Advertiser	Inquiry No.
ALCO Foodservice Equipment Co., Dean Industries (p.128-129)	40
Advance Machine Co. (p.196)	94,95
A.F. Industries (p.202)	71
Alaska Seafood Marketing Institute/ King Crab (p.177)	53
Alto-Shaam, Inc. (p.99-102)	27,28,29,30
Amana Refrigeration, Inc. (p.127)	39
American Gas Association (p.131-146)	190,235-242
American Gas/Commercial Foodservice (p.122-123)	38
American Gas/Keating (p.130)	41
Atkins Technical, Inc. (p.198)	65
Atlantic Cheinco Corp. Co. (p.203)	75
Avis (p.180)	55
Avtec Industries, Inc. (p.203)	76
B.K. Industries (p.195)	62
Bakers Pride (p.66)	14
Basic American Foods (p.154-155)	44
Bell Atlantic Corp. (p.201)	67,68,69
Best Foods, CPC Foodservice, Inc. (p.77)	18
Bettcher Industries (p.197)	64
Bil Mar Foods, Inc. (p.161)	47
Borden Foodservice, Inc. (p.10)	3
Bunge Edible Oil Corp. (p.47)	10
C&M Fine Pack, Inc. (p.172-G)	89
CPC Foodservice, Best Foods (p.77)	18
CPC Foodservice, Hellmann's (p.77)	19
Capital City Prod. (p.172-K)	91
Carnation Co., Foodservice (p.168-169)	49
Classified Advertising (p.205-211)	
Coldwater Seafood Corp. (p.178-179)	54
Cryovac Div., W.R. Grace & Co. (p.181)	56
Dean Industries, Div. of ALCO Foodservice Equipment Co. (p.128-129)	40
Duke & Sons, Inc., H. C. (p.147)	42
Dutch Quality House (p.157)	45
Edison Electric Institute (p.92-93)	25
Electric Eel Mfg. Co., Inc. (p.204)	79
FDL Foods, Inc. (p.110-111)	33
Fisher Restaurant Systems (p.65)	93
Fort Howard Corporation (p.30-33)	8,9
Frionor (p.3)	1
Frymaster/A Welbilt Co. (p.86-87)	22
General Foods Corporation (p.80-83)	21
Gold Medal Products, Co. (p.204)	80
Harkers, Inc. (p.172-D-172-E)	88
Hellmann's, CPC Foodservice, Inc. (p.77)	19
Hobart Corp. (p.IBC)	83
Holly Farms Foods, Inc. (p.158-159)	46
Hunt-Wesson Foodservice Div. (p.7-9)	2
Iceland Seafood Corp. (p.52-53,174-175)	11,52
Jet Spray Corp. (p.185-187)	58
John Morrell (p.116)	36
Katchall Industries, Inc. (p.204)	78
Keating, of Chicago, Inc. (p.198)	85
Keating of Chicago, Inc., American Gas (p.130)	41
Kitchens of Sara Lee Foodservice Div. (p.72-75)	16-17
Kromos-Central Prods., Inc. (p.194)	123
L.K. Baker (p.203)	77
LaVictoria (p.193)	61
Lancaster Colony Commercial Products (p.202)	72
Lawry's Foods, Inc., Food Service Div. (p.166-167)	48
Lincoln F.S. Products, Inc. (p.27-29)	7
Marzetti Company, T. (p.172-M)	92
Minor Corp., L.J. (p.189)	59
Nabisco Brands Inc., Foodservice Div. (p.12-13,120-121,148-149)	4,37,43

continued on page 216

RESTAURANTS & INSTITUTIONS, a Cahners publication
1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080 Phone: 312/635-8800

Cahners Publishing Company, A Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction ☐ Manufacturing ☐ Foodservice & Lodging ☐ Electronics & Computers ☐ Interior Design ☐ Printing ☐ Publishing ☐ Industrial Research & Technology ☐ Health Care ☐ Entertainment ☐ Specialized Consumer Magazines: American Baby ☐ Modern Bride

BPA ABC ABP

RESTAURANTS & INSTITUTIONS (ISSN 0273-5520) is published biweekly (with an additional issue in February, March, June and October) in national, demographic and separate editions by The Cahners Publishing Company, A Division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; David S. Wexler, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J.J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production and Manufacturing. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206-5191. Phone: 303/388-4511. Second-class postage paid at Denver, CO 80206-5191 and additional mailing offices. Postmaster: Send address corrections to RESTAURANTS & INSTITUTIONS at our Denver address.

RESTAURANTS & INSTITUTIONS copyright 1988 by Reed Publishing USA. Saul Goldweitz, Chairman; Ronald G. Segel, President/CEO; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice President.

Annual subscription rates for non-qualified people: USA, $95; Canada/Mexico, $105; other countries, $130 for surface mail and $215 for air mail. Except for special issues where price changes are indicated, single copies of regular issues are available for $10 (USA, Canada/Mexico and foreign). Please address all subscription mail to RESTAURANTS & INSTITUTIONS, 44 Cook St., Denver, CO 80206-5191. RESTAURANTS & INSTITUTIONS has also been published as "INSTITUTIONS, Magazine of the Service World" and INSTITUTIONS/VOLUME FEEDING MANAGEMENT.